

SPL2001-001

Patent

“System and Method for Winning Discounts”

ABSTRACT OF THE DISCLOSURE

[0062] A system and method for interactively offering a product or service to a customer through play for incremental discounts. The customer will naturally play until

5 he or she has achieved a level of discount from full price of the product or service, at which time the customer will purchase the item at a price which represents his or her “price point”. To elicit such a price point from each customer, each turn of play includes the possibility of loss of all accumulated discounts so that with each decision to continue play, the customer has a chance of losing all discounts and returning to a full-price offer.

10 Play can be a random process, such as a randomly generated win/lose status, or play can be through participation in a game such as a quiz or question-and-answer session.